(ख) यदि हां,तो इसका ब्यौरा क्या है;

(ग) क्या कार्यक्रम के समय के अनुसार दूरदर्शन के दर्शकों की संख्या भिन्न-भिन्न होती है;

(घ) यदि हां,तो क्या सरकार प्रत्येक कार्यक्रम को आवंटित समय के अनुसार दूरदर्शन के लिए विभिन्न विज्ञापन सुविधाएं मुहैया करने का विचार रखती है;और

(ड़) यदि हां,तो तत्संबंधी ब्यौरा क्या हैं।

सूचना और प्रसारण मंत्री (ओ.एस.जयपाल रेड्डी): (क) और (ख) विज्ञापन नीति की समीक्षा एक सतत प्रक्रिया है तथा नेटवर्क की पहुंच,बाजार शक्तियों जैसे विभिन्न कारकों और स्वास्थ्य मंत्रालय,बाल एंव महिला कल्याण आदि जैसे विभिन्न नोडल मंत्रालयों द्वारा,जारी निति निर्देशों को ध्यान में रखते हुए विज्ञापन नीति की समय-समय पर समीक्षा की जाती है।

(ग) जी,हां।

(घ) और (ड़) दूरदर्शन के मौजूदा वाणिज्यिक दर कार्ड में प्रायोजकता/स्माट बाइ दरों की व्यापक श्रेणी पहले से ही उपलब्ध हैं जो समय तथा प्रसारण चैनल के अनुसार भिन्न-भिन्न हैं।

Ban on DTH-TV Service

2295. SHRIMATI VEENA VERMA:

SHRI SUSHILKUMAR SAMBHAJIRAO SHINDE

Will the Minister of INFORMA-TION AND BROADCASTING be pleased to state:

(a) whether Government has decided to ban Direct to home (DTH) TV services and declare all such services illegal;.

(b) whether it is a fact that in the hope of getting proper licences as per Government's open-sky policy, a number of entrepreneurs and house holds had acquired the necessary in frastructureincluding KU band equipment for DTH services, and if so, the reasons for delay or denial in issuing licences; and (c) v/hether as reported in the press on 17th July, 1997, a last minute hitch occurred in the issuance of tJie notification, if so, the details in this regard?.

THE MINISTER OF INFORMA TION AND BROADCASTING (SHRI S. JAIPAL REDDY): (a) The Government have introduced the Broadcasting Bill, 1997 in Lok Sabha on 16.5.97, which, interalia, rovides for regulation and licensingof Direct-to-Home television services. The bill is currently under consideration of the Joint Parliamentary Committee. With a view to preventpre-emption of the broadcasting lawby foreign entities, as may be passed by the Parliament in this regard. Mi nistry of Communications, Depart ment of Telecommunication have issued a notification dated 16.7.97prohibiting establishment,mainten nce, operation and possession of quipments capable of receiving signals above the frequency band of 4800 MHz.

(b) There is no such thing as yet, called Government's open sky policy. The proposed Broadcasting) Bill, when implemented, will lay down the parameters for such a policy for the first time in our country. Government do not have information about entrepreneurs and households having acquired the necessary infrastructure. As per the notification dated 16-7-97 no one is permitted to procure KU band equipment for DTH services.

(c)No, Sir.